

Message Text

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PAGE 01 IZMIR 00349 220833Z

15 51

ACTION NEA-12

INFO OCT-01 ADP-00 EB-11 CIAE-00 INR-10 NSAE-00 RSC-01

PA-03 PRS-01 RSR-01 /040 W

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R 211440Z AUG 73

FM AMCONSUL IZMIR

TO AMEMBASSY ANKARA

INFO AMCONSUL ADANA

AMCONSUL ISTANBUL

AMEMBASSY VIENNA

SECSTATE WASHDC 1021

USIA WASHDC

USDOC WASHDC

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USIAC

C O R R E C T E D C O P Y P A R A 5 L I N E 7 A N D A D D I N F O A D D R E S S E E

VIENNA FOR REX

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJECT: IZMIR FAIR OPENING

1. FORTY-SECOND IZMIR INTERNATIONAL TRADE FAIR
OPENED LAST NIGHT WITH LOW KEY SPEECH BY COMMERCE
MINISTER TURKEL IN WHICH HE PROMISED EXCHANGE RATE
GUARANTEES FOR EXPORTERS, NEW MEASURES TO CONTROL
INFLATION, AND FURTHER LIBERALIZATION OF IMPORT

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PROCEDURES.

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2. U.S. PAVILION'S KEY LOCATION PLUS ADVANCE PUBLICITY ON SOME OF ITS SPECIAL ATTRACTIONS DREW CAPACITY CROWDS FROM TIME GATES OPENED AT 7:45 PM UNTIL 45 MINUTES PAST 11:00 PM CLOSING TIME. CROWDS WERE SO HEAVY, IN FACT, THAT WE OCCASIONALLY FEARED FOR SAFETY OF SOME EXHIBIT ITEMS.

3. ALTHOUGH FAIRGROUNDS AND SEVERAL OF THE MORE PROMINENT PAVILIONS APPEARED TO BE INUNDATED WITH PEOPLE, FAIR OFFICIALS ANNOUNCED ON MORNING OF AUGUST 21 THAT PAID ATTENDANCE WAS 77,757 A DROP FROM LAST YEAR'S OPENING DAY CROWD OF 93,900.

4. WHILE WE ARE WARY OF MAKING "HORSEBACK" ESTIMATE OF ATTENDANCE AT U.S. PAVILION, CONSENSUS OF STAFF MEMBERS PRESENT DURING EVENING IS THAT BETWEEN EIGHT TO TEN THOUSAND VISITORS COMPLETED AN ENTRANCE TO EXIT TOUR OF THE U.S. PAVILION.

5. THIRTY-EIGHT TURKISH FIRMS REPRESENTING MORE THAN 50 U.S. FIRMS PARTICIPATED IN PAVILION. TEN FIRMS PARTICIPATED ON EXHIBITION ONLY BASIS AND

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REMAINDER FOR EXHIBITION AND IMPORT. COMMERCIAL EXHIBITS DRAWING MOST ATTENTION WERE AMPEX, SINGER, COMPUGRAPHIC, AND CASSETTE TEPE RECORDERS--ALL OF WHICH, NOT COINCIDENTALLY, WERE MANNED AND ANIMATED. AMONG THEMATIC AND SPECIAL ATTRACTION EXHIBITS, SPACE ITEMS, PLAYER PIANO, SCALE MODEL TOYS AND TRAINS AND SMITHSONIAN JAZZ ROOM WERE CROWD PLEASERS. USIS OUTDOOR FILM SHOWING DREW SRO AUDIENCES.

SMITH

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